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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MCA

SEM: IV - CARRY OVER THEORY EXAMINATION JUNE 2023

Subject: Fundamentals of Digital Marketing and Analytics

Time: 3 Hours

Max. Marks: 100

General Instructions:**IMP:** Verify that you have received the question paper with the correct course, code, branch etc.**1.** This Question paper comprises of **three Sections -A, B, & C.** It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.**2.** Maximum marks for each question are indicated on right -hand side of each question.**3.** Illustrate your answers with neat sketches wherever necessary.**4.** Assume suitable data if necessary.**5.** Preferably, write the answers in sequential order.**6.** No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.**SECTION A****20****1. Attempt all parts:-**

- 1-a. Data analysis is the various elements that interact with one another in order to provide, manage , store , organize, analyze and share data ? [CO1] 1
- (a) TRUE
- (b) FALSE
- (c) some of the above
- (d) none of these
- 1-b. A query is used to _____ information from a database. [CO1] 1
- (a) Update
- (b) Request
- (c) Retrieve
- (d) all of the above
- 1-c. What is the process of guiding business strategy using facts? [CO2] 1
- (a) Strategic improvement
- (b) identification of data and decisions

- (c) analytical planning
- (d) Data driven decision making
- 1-d. At a point , a shop owner realizes that sales grow when a particular person is handling the customers. He also realizes that since they hired him, their sales have grown. This type of thinking is called ____ [CO2] 1
- (a) Visualization
- (b) Big -Picture thinking
- (c) problem orientation
- (d) correlation
- 1-e. How are dashboards different from reports ? [CO3] 1
- (a) Dashboard monitor live, incoming data from multiple datasets and organize the information into one central location. Reports are static collection of data.
- (b) Dashboards are used to share updates with stakeholders only periodically. Reports give stakeholders continuous access to data.
- (c) Dashboard contain static data. Reports contain data that is constantly changing.
- (d) Dashboard provide a high level presentation of historical data Reports provide a more detailed presentation of live, interactive data.
- 1-f. Attributes are used in spreadsheets for what purpose? [CO3] 1
- (a) Insert data into each column
- (b) Add a new column
- (c) Label the data in each column
- (d) Analyze the data in a row
- 1-g. Fill in the blank: In data analytics, a ____ refers to all possible data values in a certain dataset. [CO4] 1
- (a) representation
- (b) population
- (c) source
- (d) sample
- 1-h. What are the characteristics of unstructured data? [CO4] 1
- (a) May have an internal structure
- (b) Is not organized
- (c) both A and B

- (d) None of the above
- 1-i. Data analysts use guidelines to describe a file's version, content, and date created. What are these guidelines called? [CO5] 1
- (a) Naming verifications
 - (b) Naming conventions
 - (c) Naming references
 - (d) Naming attributes
- 1-j. Data anonymization applies to both text and images? [CO5] 1
- (a) TRUE
 - (b) FALSE
 - (c) none of the above
 - (d) depends on the situation

2. Attempt all parts:-

- 2.a. Define Data Science and list some of its application areas? [CO1] 2
- 2.b. Define constraint with respect to Digital Marketing? [CO2] 2
- 2.c. Define Absolute Referencing and its usage in Social Media? [CO3] 2
- 2.d. Define Historical Data and how it can be used for prediction? [CO4] 2
- 2.e. Define Data Anonymization and how can we achieve it with reference to Digital Marketing? [CO5] 2

SECTION B

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3. Answer any five of the following:-

- 3-a. Explain the data ecosystem? [CO1] 6
- 3-b. Discuss Visualization in detail with Example? [CO1] 6
- 3-c. Why should we consider target audience? [CO2] 6
- 3-d. Explain how findings can be shown effectively to the target audience? [CO2] 6
- 3.e. Explain in detail why are checkpoints so important? [CO3] 6
- 3.f. Justify the statement "Communicate Often"? [CO4] 6
- 3.g. Justify the Statement "External data is collected by satellite method"? [CO5] 6

SECTION C

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4. Answer any one of the following:-

- 4-a. Discuss the Analyse phase in detail with example? [CO1] 10
- 4-b. Justify the Statement "Data Analytics is the science of data" with example? 10

[CO1]

5. Answer any one of the following:-

- 5-a. Justify the statement "Data Visualization is graphical representation of information" ? [CO2] 10
- 5-b. Justify the statement "The questions and problems become the foundation of all business tasks"? [CO2] 10

6. Answer any one of the following:-

- 6-a. Discuss the need of timeline and checkpoints? [CO3] 10
- 6-b. Why do we need to train our brain to think structurally. Explain with example ? [CO3] 10

7. Answer any one of the following:-

- 7-a. Discuss Long and Wide Data in context to Digital Marketing? [CO4] 10
- 7-b. Differentiate between nominal and ordinal data in detail with an example ? [CO4] 10

8. Answer any one of the following:-

- 8-a. How do we bring data from another source and put it in spreadsheet. Discuss the process in detail? [CO5] 10
- 8-b. Why was hierarchical database or network database not put in practice. What were their flaws? [CO5] 10